

# ABSTRACT

This invention relates to an image display device having: an adjusting circuit that adjusts image signals to be inputted based on an adjusting value to be sequentially up-to-dated; a non-linear converting circuit at a stage after the adjusting circuit, the non-linear converting circuit that converts inputted signals into signals in a non-linear manner, a display brightness characteristics value detecting circuit at a stage after the non-linear converting circuit, the display brightness characteristics value detecting circuit that sequentially detects a display brightness characteristics value that is directed to lightness of a display image from the inputted signals; a brightness refraining value outputting circuit that sequentially outputs a brightness refraining value that refrains lightness of the display image based on the display brightness characteristics value; and an adjusting value outputting circuit that applies conversion having characteristics being inverse with relative to a converting characteristics of the non-linear converting circuit or conversion being approximate to the former conversion, to the brightness refraining value to output the adjusting value.